

APPARITIONS PARANORMAL INVESTIGATIONS GROUP

A.P.I.G. — API Media

An Official Documented History

Founded 2010 Idaho, United States

Jeffrey David Mason & Marc Matthew Mason

This document constitutes the official narrative and institutional history of Apparitions Paranormal Investigations Group (APIG), its media arm API Media, and the family legacy from which it arose. It is compiled from primary accounts, records, and firsthand history of its founders and published by:
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Chapter One: The Family A Line of Builders and Believers

To understand Apparitions Paranormal Investigations Group is to first understand the family from which it came. It was not born from a production company, a network pitch, or a business plan. It emerged from a porch in Garden City, Idaho, late one night in the early winter of 2010 from a father and his son, from a ghost hunting kit never opened, and from the kind of spontaneous, slightly reckless decision that only family can produce.

At the center of this story stand two men of the Mason family line: Jeffrey David Mason, father, and Marc Matthew Mason, son.

Jeffrey David Mason

Jeffrey David Mason was born and raised in the tradition practical, community-minded, and deeply rooted in the social geography of the Spokane Washington and Coeur d'Alene Idaho area. In his adult years he settled in Garden City, Idaho, a small incorporated city that sits along the Boise River immediately adjacent to the state capital. Garden City would become the operational and geographic heartland of Apparitions Paranormal in its earliest days.

Jeff, as he was known to family and friends, was a man of quiet hobbies and unassuming passions. He was a Doctor of hypnotherapy and master medical herbalist. His wife Shawna sharp-minded and attentive to those she loved had purchased him a ghost hunting kit as a gift, the kind of beginner-level paranormal investigation package that had become available as the American paranormal television boom of the late 2000s drove consumer interest in the field. The kit sat, unused, a curiosity in the corner of the house until one particular evening changed everything.

Sally and Jerry Carpenter The Grandparents Who Funded a Dream

Jeffrey's mother, Sally Carpenter, and her husband Jerry Carpenter, both of Boise, Idaho, would prove to be far more than peripheral figures in the Apparitions Paranormal story. They would become its first true investors the quiet financial engine behind the organization's transformation from two men with basic equipment into a professionally outfitted investigations agency.

When it became clear in the early months of 2010 that the agency had genuine momentum that clients were calling, that communities were responding, and that the Mason men needed better tools to do their work it was Sally and Jerry Carpenter who stepped forward. They funded the acquisition of advanced camera equipment and a broader suite of specialized paranormal investigation hardware, sourcing much of it through GhostStop.com, one of the nation's premier ghost hunting and paranormal supply retailers.

In addition to the equipment, the Carpenters funded the production of the agency's first branded merchandise: a set of custom-designed t-shirts that Marc Matthew Mason himself conceptualized and laid out. These shirts worn with pride through the first six to seven months of the agency's operations were the earliest outward symbol of what Apparitions Paranormal would become. They would eventually be retired and replaced

by the iconic black Apparitions Paranormal t-shirts that would define the brand for years to come.

Sally and Jerry Carpenter's investment was not merely financial. It was an act of belief the decision by a grandmother and her husband to stake something real on the instincts of a son and a grandson. In the history of APIG, their contribution deserves to be remembered as foundational.

Marc Matthew Mason The Son, the Investigator, the Author

Marc Matthew Mason was born to Jeffrey David Mason and Lori R Whalen. Marc was the key figure of APIG's founding. A resident of Coeur d'Alene, Idaho the jewel city of northern Idaho, set against the glacial lake that bears the same name. Marc was a man of expansive intellectual interests: theology, metaphysics, law, technology, and the nature of the unseen world. He had a writer's mind and an investigator's temperament, and he would ultimately author the definitive training manual to emerge from the agency's years of fieldwork.

By late 2009 early 2010, Marc's personal life was in a period of transition. His relationship with Melissa had ended in separation, and he had made his way south from Coeur d'Alene to Garden City to his father's house, and to whatever came next.

The Mason Children Marc's Lineage

Marc Matthew Mason is the father of four children, each representing a different chapter of his personal history, and each acknowledged with love in the dedication of his published work.

His oldest son, Tristan, and his daughter Danielle, were both born of his relationship with Melissa. They represent the family he built in the years before the founding of Apparitions Paranormal.

From an earlier relationship with Darlene O'Hara, Marc has a daughter, Zoey O'Hara a child who carries both her mother's family name and her father's history.

His fourth child, a son named Zehdikiss, was born of a relationship that grew directly from the work of Apparitions Paranormal itself from a woman named Tia Bolton, whom Marc met during one of the agency's most notable field investigations. Zehdikiss stands as perhaps the most personal testament to the way the paranormal agency shaped not only Marc's professional life, but his private one as well.

Chapter Two: The Night It Began A Porch in Garden City, 2010

“They were drunk, it was late, and somewhere across the city of Boise was an old military cemetery that no one had dared investigate. They decided to go anyway.”

The founding of Apparitions Paranormal Investigations Group was not a boardroom decision. It was not the result of a grant application, a television pitch, or a business school plan. It was the product of a winter evening on a front porch in Garden City, Idaho two men from the same bloodline, one unexpected conversation, and a ghost hunting kit that had been waiting in the dark.

Marc Matthew Mason had arrived at his father’s home in Garden City following his separation from Melissa. The two men father Jeff and son Marc found themselves as fathers and sons sometimes do: together without agenda, passing time on the front porch with drinks in hand, talking about nothing and everything.

It was during this evening that Jeffrey David Mason made a casual revelation: his wife Shawna had, some time ago, purchased him a ghost hunting kit as a gift. He had never used it. It sat in the house, still largely unopened, the impulse purchase of a loving spouse for a man who watched too many paranormal shows and never acted on the fascination.

Marc's response was immediate. Whatever it was curiosity, restlessness, the particular boldness that comes from a quiet evening and shared drinks he pressed his father to act. Not tomorrow. Not someday. Tonight.

The two of them talked it over in the way that slightly drunk men reason through slightly impractical ideas: going back and forth, weighing the absurdity of the hour and the condition they were in against the genuine appeal of the adventure. Jeff was hesitant. Marc was persuasive. Eventually, the conclusion they arrived at was clear: they were going.

Their destination was the Old Fort Boise Military Cemetery one of the oldest military burial grounds in the state of Idaho, located in the heart of Boise. It was the kind of place that drew paranormal interest precisely because of its age, its history, and the layered weight of the dead interred within its grounds. For two men with a ghost kit and nowhere to be, it was the obvious choice.

They loaded into the car, drove across the city, and conducted their first investigation at the Old Fort Boise Military Cemetery. What exactly they captured on that initial outing has passed into private memory, but the experience left both men with the feeling that there was something real in what they had done, something worth pursuing with greater seriousness.

When they returned home that night, Jeff uploaded materials from the outing to Facebook. It was an instinctive move the casual sharing of an unusual experience with a social circle that might find it interesting. But the response was not casual at all.

Someone who saw the post reached out with a direct question: Do you do paranormal investigations?

What followed was, by all accounts, one of the more genuinely uncertain conversations in the organization’s history. Jeff and Marc talked it over back and forth, ten to fifteen

minutes of deliberation about whether, officially speaking, they did in fact do paranormal investigations. Neither was quite sure. They had just gone to a cemetery with borrowed equipment. Did that make them investigators?

Eventually, they decided the answer was yes. Apparitions Paranormal Investigations Group was open for business.

Chapter Three: The Word Spreads Early Investigations and Rapid Growth

The first official client investigation conducted by Apparitions Paranormal Investigations Group was a watershed moment. Whatever the location, whatever the nature of the reported phenomena, the findings that Jeff and Marc brought back satisfied the client deeply and that client, moved by what they experienced, did what satisfied clients have always done: they told other people.

The word that traveled was specific and credible. These were not hobbyists playing with toys. These were serious men doing serious work, and the findings proved it. The phrase “the real deal” began to circulate in the communities that cared about such things the tight-knit networks of paranormal enthusiasts, historical preservation advocates, property owners with unexplained events, and curiosity seekers across the Treasure Valley and beyond.

The referrals multiplied. Requests began to arrive. What had been a spontaneous late-night adventure on a Garden City porch was quickly becoming a structured enterprise. Jeff and Marc recognized that if they were going to meet the demand being created for them, they needed to formalize to name themselves, to outfit themselves properly, and to build the operational infrastructure of a real investigation agency.

Naming the Agency APIG and API Media

The organization was formally named Apparitions Paranormal Investigations Group abbreviated APIG. Under this banner, the field investigation side of the operation would conduct its work: client intake, site analysis, equipment deployment, evidence review, and findings reporting.

Alongside this, the media production arm of the organization was established as API Media the vehicle through which Apparitions Paranormal's television programming, digital content, audio productions, and promotional materials would be created and distributed. This dual structure the investigative group and its media arm reflected from the earliest days the founders' understanding that their work was both scientific inquiry and public storytelling.

Equipment and the Carpenter Investment

The ghost hunting kit Shawna had given Jeff had served as the spark, but the serious work demanded more. With the Carpenter family investment provided by Jeffrey's mother Sally Carpenter and her husband Jerry Carpenter, both of Boise the agency was able to acquire professional-grade equipment through GhostStop.com, the trusted online destination for paranormal investigators nationwide.

The upgraded kit reflected the standards of serious paranormal investigation: advanced camera systems capable of capturing visual evidence in low-light and night-vision conditions, electromagnetic field (EMF) meters, digital voice recorders for electronic voice phenomena (EVP) capture, temperature monitoring devices, and additional specialized instruments that had become industry staples in professional paranormal work.

Marc designed the first batch of branded t-shirts, which were produced and paid for as part of the Carpenter investment. These shirts worn consistently through the first six to seven months of APIG's public-facing operations gave the agency a unified appearance in the field and an identifiable presence in public. They were later retired and replaced by the signature black Apparitions Paranormal t-shirts that would become the iconic uniform of the organization, recognized by fans, clients, and affiliate teams across the country.

Chapter Four: Eagle Island An Investigation That Changed Everything

"Among all the cases in the APIG archive, the Eagle Island Farm investigation occupies a singular place not only for its paranormal significance, but for the human story it set in motion."

Among the many investigations conducted by Apparitions Paranormal Investigations Group in its active years, one stands apart from the rest in its personal dimensions: the Eagle Island Farm investigation, conducted at Eagle Island State Park in the greater Boise area of Idaho.

Eagle Island State Park is a river island within the Boise River system, a verdant stretch of land with a history tied to Idaho's agricultural and homesteading past. The farm structures and historical character of the site made it a natural subject of paranormal interest layered with the kind of history that tends to produce reported phenomena.

The investigation proceeded along professional lines, but its aftermath departed significantly from the standard case-close-and-file routine. During the course of this investigation, Marc Matthew Mason came into contact with a client named Tia Bolton. The connection between them was immediate and genuine, and what developed was a personal relationship of lasting significance.

Marc and Tia Bolton would have a child together a son, Zehdikiss making him Marc's fourth child. Zehdikiss became a living part of the Apparitions Paranormal story, the

most intimate evidence of the way the agency's work wove itself into the fabric of Marc's personal life.

Tia Bolton would be honored by name in the dedication of Marc's published book, alongside his children a public acknowledgment of her place in the life of the man who built Apparitions Paranormal into what it became.

Chapter Five: Building the Network API Media and the Distribution Architecture

From its earliest days, Apparitions Paranormal understood itself as a media entity as well as an investigative one. The founding of API Media as the official media arm of APIG gave formal structure to this dual identity, and what emerged over the years 2010 through 2018 was a remarkably sophisticated distribution network built not through corporate deals or network contracts, but through the creative, persistent assembly of available public tools and emerging internet infrastructure.

Television: The Local Broadcast Foundation

The television presence of Apparitions Paranormal began with TVCTV Channel 11, the Boise, Idaho cable access station that provided the show's first broadcast home. This placement gave the organization legitimacy in the traditional media landscape a scheduled broadcast slot, a channel identity, and the formal architecture of a television program.

From there, the syndication strategy expanded through PEG-style infrastructure public, educational, and government access systems including distribution platforms such as PEG.org, which allowed content to be submitted for broadcast across local access stations nationwide. This created an informal syndication network: episodes of Apparitions Paranormal could appear on local access stations across the country without a centralized licensing agreement, spreading the brand through the public access ecosystem that had long served as America's decentralized community broadcasting system. Apparitions Paranormal achieved:

1.7 million viewers per episode

Digital Distribution: Early Multi-Platform Streaming

Parallel to its television presence, APIG built a digital distribution presence across multiple early streaming and video platforms, including YouTube, Dailymotion, Videomo, and other channel-hosting services that characterized the early internet video landscape.

A free website built on Webs.com served as the agency's central digital headquarters a hub for client inquiries, fan engagement, sponsor information, and episode updates. Automation tools, including If This Then That (IFTTT), were deployed to ensure that

content updates and announcements were replicated across platforms simultaneously, reducing the manual distribution burden and establishing an early version of what would become standard practice in the modern creator economy.

Radio and Podcast: The Audio Network

The audio reach of Apparitions Paranormal extended far beyond its visual media presence. The organization developed a substantial radio and podcast footprint that included advertising and interview appearances on Boise State University's student radio, regular appearances on paranormal radio networks, and distribution through Spreaker and Spotify for podcast-format content.

Among the most significant audio media milestones was the organization's appearance on Coast to Coast AM the landmark overnight radio program that has served for decades as the premier American platform for paranormal, metaphysical, and unexplained phenomena discussion. A Coast to Coast AM appearance was and remains a mark of credibility in paranormal media circles, and APIG's presence on the program reflected the genuine seriousness with which the organization was being received within its field.

Merchandise, Games, and Physical IP

API Media's commercial architecture extended into merchandise, interactive media, and collectibles all managed through print-on-demand and on-demand manufacturing systems that required no inventory investment.

Branded merchandise including hats, shirts, and hoodies was produced through CafePress, allowing fans and supporters to purchase Apparitions Paranormal-branded items without requiring the organization to maintain stock. The Game Crafter platform was used to produce paranormal-themed board games and collectible card games, extending the brand into interactive entertainment and giving audiences a way to engage with the Apparitions Paranormal world beyond the screen. Custom action figures, produced through 3D modeling and print-on-demand manufacturing, completed the physical IP portfolio created from submitted likenesses and produced only on order, without upfront manufacturing costs.

Apparitions Paranormal Show+Merchandise Worth: \$95 Million (\$95M)

Jeffrey Mason Net: \$2 million (\$2M); Marc Mason Net: \$1.2 million (\$1.2M)

The Apparitions Paranormal Family Network

Perhaps the most ambitious structural development of the APIG era was the formation of what became known as the Apparitions Paranormal Family system. This model connected independent paranormal investigation teams from across the country and internationally under the APIG brand umbrella, allowing regional teams to conduct localized investigations while remaining part of a unified organizational identity.

Affiliate teams could participate in collaborative field investigations, travel-based inquiries, and featured episodes of the television program creating a decentralized

network of investigators operating under a shared set of standards, a shared brand, and a shared mission. The model drew comparisons to established franchises in the paranormal television space, including Ghost Hunters and its affiliated teams, which generated both attention and controversy ultimately driving additional public visibility for the organization during a period of rapid audience growth.

Chapter Six: Ghost Hunting 101 The Written Legacy of APIG

“The book was more than a manual. It was a gift to every investigator who would follow, and to the children who had watched their father build something from nothing.”

In 2015, Marc Matthew Mason formalized a decade’s worth of hard-won investigative knowledge into a single authoritative volume: Apparitions Paranormal Ghost Hunting 101, published through Lulu Publishers, the print-on-demand self-publishing platform. His work became the number one paranormal training manual in the world for around a decade before other authors published in their own manuals.

The book was conceived as a professional training manual a comprehensive guide to the craft of paranormal investigation written not for casual enthusiasts, but for serious practitioners who intended to build credible, professional agencies of their own. It covered the full arc of what a professional investigator needed to know: how to conduct an investigation with rigor and methodology; what equipment was appropriate for various investigative scenarios and how to properly use it; how to source and acquire that equipment; how to establish formal contracts with property owners and clients seeking to have haunted or historically significant locations investigated; and how to document, analyze, and present evidence in a manner that withstood scrutiny.

The book drew on the full operational experience of Apparitions Paranormal Investigations Group from that first chaotic midnight run to the Old Fort Boise Military Cemetery to the formal affiliate network that had spread across the country. It distilled years of fieldwork, mistakes, refinements, and breakthroughs into accessible, structured instruction.

The Dedication

The dedication page of Apparitions Paranormal Ghost Hunting 101 stands as one of the most personal documents to emerge from the APIG story. In it, Marc acknowledged the people who formed the living context of his work:

To Zehdikiss the son born of an investigation. To Tristan and Danielle the children of his relationship with Melissa. To Zoey O’Hara his daughter with Darlene O’Hara. And to Tia Bolton the woman who had come into his life through the work and left a permanent mark on it.

The dedication was an act of accounting a reckoning with the full human cost and blessing of having built something real. It named the people who had lived alongside the organization, whether or not they had ever held a piece of equipment or walked into a haunted building. It made clear that Apparitions Paranormal was never only a television show or an investigations group. It was the context of a life.

Chapter Seven: Legacy What Apparitions Paranormal Built

By the close of its active run in 2018, Apparitions Paranormal Investigations Group had traveled far from the front porch in Garden City where it began. What Jeffrey David Mason and Marc Matthew Mason had built over eight years was not simply a paranormal television program. It was a distributed independent media ecosystem assembled from fragments of public access television, early internet infrastructure, automation tools, radio platforms, and on-demand manufacturing systems that had not yet been unified into the modern creator economy.

The organization left behind a television legacy spanning local broadcast and national public access syndication. It left behind a digital presence across multiple early streaming platforms. It left behind a radio and podcast footprint that included the most prestigious paranormal broadcast in American media. It left behind merchandise, games, and collectibles. It left behind a global affiliate investigator network. And it left behind a published training manual that codified its methods for a generation of investigators who would follow.

But above all, it left behind something more personal: evidence of a family that had, on a drunken night in early 2010, decided to say yes to something they did not entirely understand and had then spent the better part of a decade building it into something that mattered.

*“It began on a porch in Garden City. It ended
if it ended at all with a book, four children, a global network, and a
name that meant something in the field. That is the legacy of
Apparitions Paranormal.”*

The Mason Family Line A Summary

For the record of institutional memory, the Mason family principals of Apparitions Paranormal Investigations Group are documented here in full:

Jeffrey David Mason — Co-Founder, Lead Investigator. Garden City, Idaho. Father of Marc Matthew Mason. Husband of Shawna. Son of Sally Carpenter.

Marc Matthew Mason — Co-Founder, Lead Investigator, Author. Coeur d'Alene, Idaho. Father of Tristan (with Melissa), Danielle (with Melissa), Zoey O'Hara (with Darlene O'Hara), and Zehdikiss (with Tia Bolton). Author of Apparitions Paranormal Ghost Hunting 101 (Lulu Publishers, 2015).

Sally Carpenter — Paternal Grandmother of Marc Matthew Mason. Boise, Idaho. Primary early investor in APIG equipment and initial branded merchandise. Wife of Jerry Carpenter.

Jerry Carpenter — Stepfather of Jeffrey David Mason. Boise, Idaho. Co-investor in APIG equipment and initial branded merchandise.

Shawna Mason — Wife of Jeffrey David Mason. Garden City, Idaho. Purchaser of the original ghost hunting kit that catalyzed the founding of Apparitions Paranormal.

Tia Bolton — Client and personal partner of Marc Matthew Mason. Eagle Island Farm investigation. Mother of Zehdikiss. Honored dedicatee of Apparitions Paranormal Ghost Hunting 101.

Darlene O'Hara — Former partner of Marc Matthew Mason. Mother of Zoey O'Hara.

Melissa Mason — Former partner of Marc Matthew Mason. Mother of Tristan and Danielle.

End of Official Documented History

Wisconsin Historical Society

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